



OuterSpatial

GreenInfo
Network



A platform designed to help **park agencies** and **nonprofit organizations** take advantage of the most innovative web and mobile technology.



Powered by
 Trailhead Labs

Who are we?

Dan Rademacher



Ryan Branciforte

OuterSpatial

Alex Stehl



Who are you?

- From government, nonprofit, or private organization?
- Already working on a mobile recreation app?
- Interested in building or publishing to a mobile recreation app?
- Do you USE a mobile trails app in your personal life?



The Pilot Project

Bolsa Chica State Beach

Huntington State Beach

Pismo State Beach

Oceano Dunes SVRA

Marshall Gold Discovery SHP

Mount San Jacinto State Park

Mount Tamalpais State Park

Ocotillo Wells SVRA



“ Trailhead Labs has been outstanding to work with on our new website and interactive map! OuterSpatial enabled us to aggregate and improve the accuracy of Napa County’s recreation assets, which include over 175 miles of trails within 34 parks for 12+ land management agencies. Our visitors now have current and updated information on all of the County’s parks, trails, and campgrounds via a modern interactive map and app. ”

- John Woodbury, General Manager - Napa Open Space District

The Outdoor Platform

Get your park and recreation data into the hands of visitors using modern, interactive maps and mobile apps, while deepening visitor engagement and gaining insight into your community.

OuterSpatial Manager

One place to **manage** your outdoor park and recreation data and content, **build** and **publish maps**, and **deepen your understanding** of your visitors



Mobile

Publish your data into native iOS and Android apps



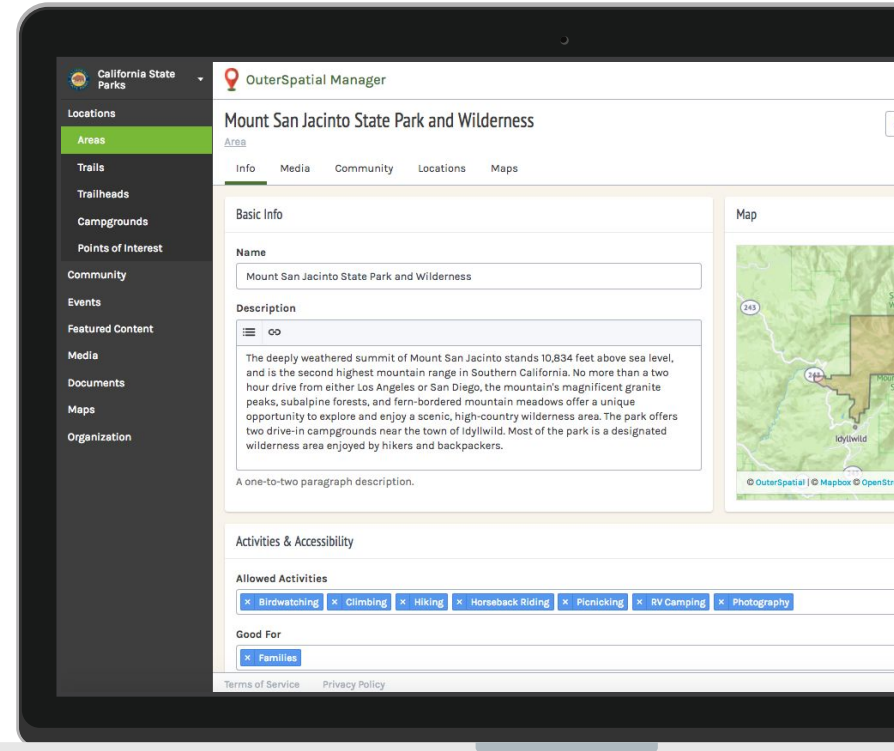
Web

Turn your data into beautiful interactive maps

Manager

A sophisticated tool for managing your outdoor parks and recreation data online. Easily add interpretive and curatorial content to your existing geospatial information, such as photos, videos, engaging descriptions, events, and status information.

- ✓ Create & manage data using an easy-to-understand web interface.
- ✓ Connect and integrate your existing internal datasets.
- ✓ Georeference your paper maps for easy data creation and review.
- ✓ Add dynamic information such as closures and status.
- ✓ Own your data – download your content whenever you want.



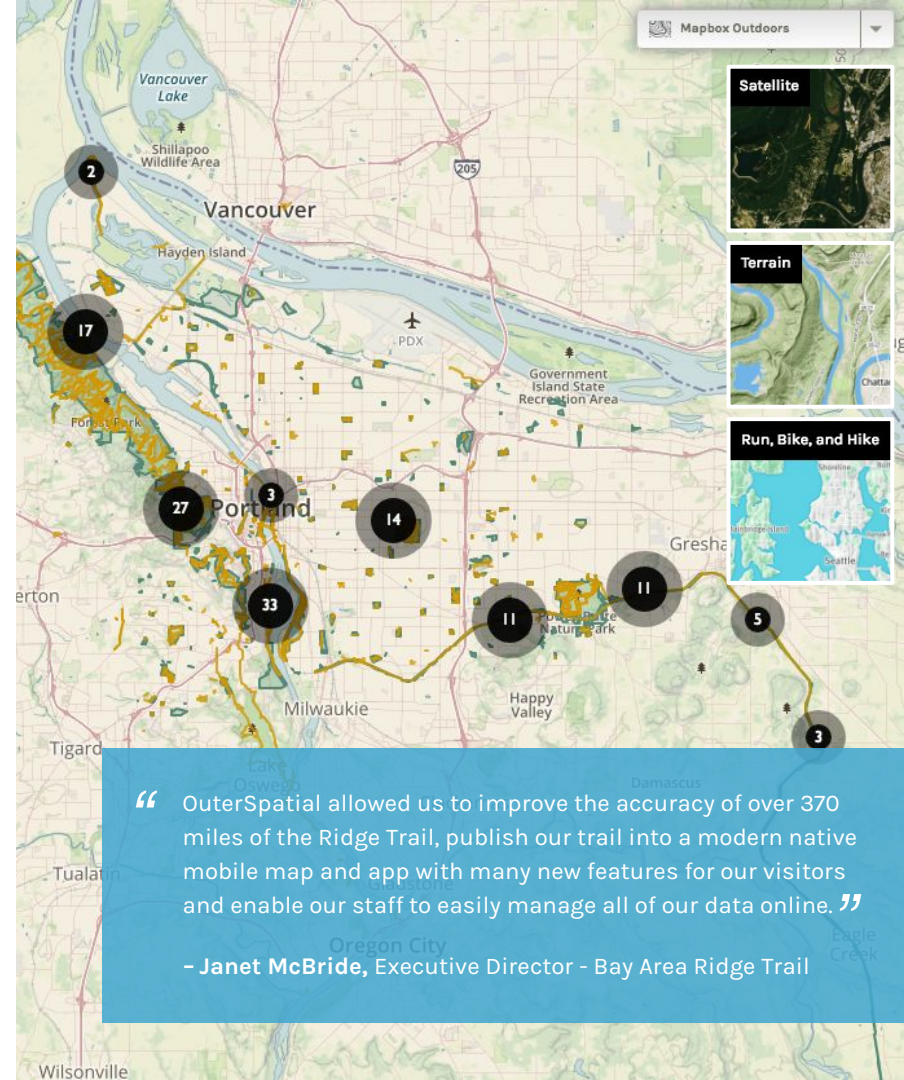
OuterSpatial Publisher

Use OuterSpatial Manager in conjunction with Publisher to open up your data, making it available for web/mobile developers, planners, consultants and other technologists. This modern developer hub allows you to integrate your data into your websites in various ways and even combine with partner organization content. Comprehensive guides and documentation make your content open and accessible,

Map Builder

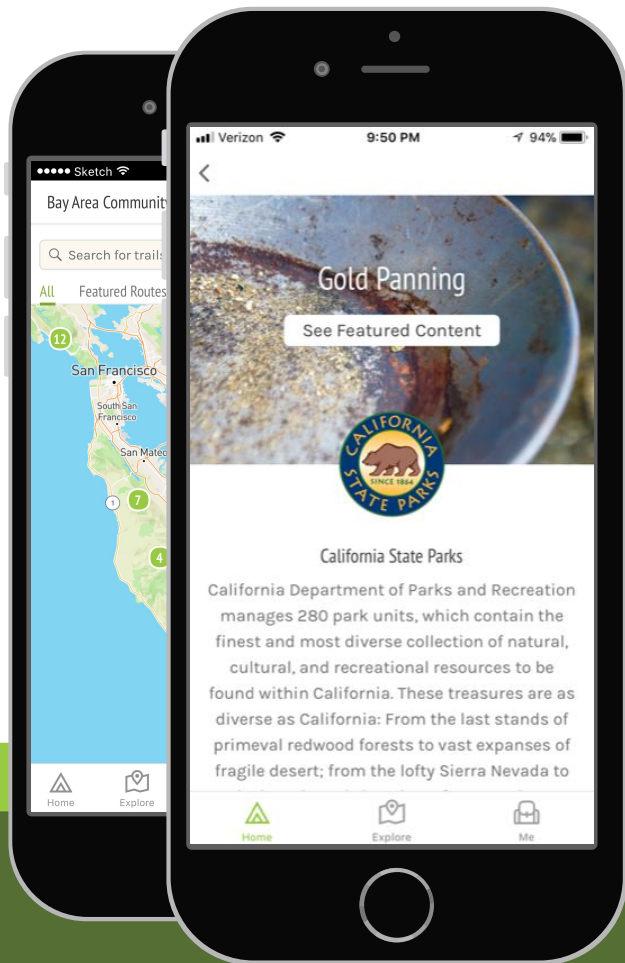
Create your own organization-branded interactive maps and embed them directly into your organization's website and/or mobile app. These mobile responsive maps look great on any screen size and make it possible for your visitors to find your parks and recreation data, get directions to destinations, and engage with your park through photos, descriptions and much more.

- ✓ Pull in your internal data or data from your hosted services (Esri, CARTO, etc.) to build your custom map.
- ✓ Embeddable: publish maps on your own website.
- ✓ Mobile responsive: maps work on all devices.
- ✓ Accessible: section 508 compliant.
- ✓ Update the map on your own with our easy to use Map Builder software.



“ OuterSpatial allowed us to improve the accuracy of over 370 miles of the Ridge Trail, publish our trail into a modern native mobile map and app with many new features for our visitors and enable our staff to easily manage all of our data online. ”

- Janet McBride, Executive Director - Bay Area Ridge Trail



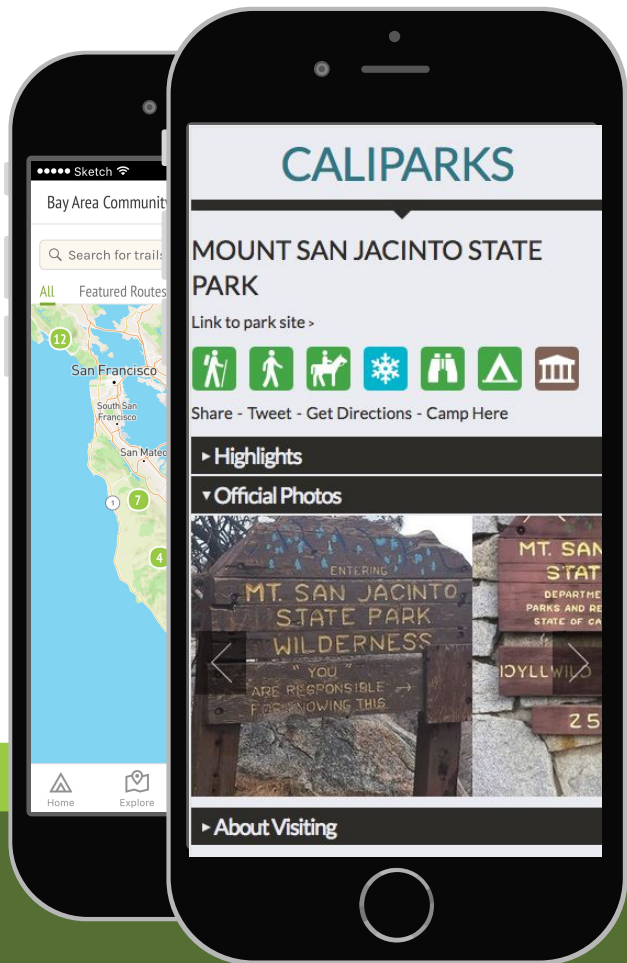
OuterSpatial Mobile

Native mobile applications are expensive to build and hard to maintain. OuterSpatial Mobile allows your organization to publish park and recreation data into a native mobile app experience that's specifically designed for outdoor recreation.

- ✓ Content customized for your community.
- ✓ Fully featured, modern native app with offline capabilities, gps tracking, geoPDF maps, and community posts.
- ✓ Promote custom challenges and incentive programs to bring more visitors to your park.
- ✓ Allow your visitors to check in, report issues, contribute back and share with their friends while out on the trail.
- ✓ Present only authoritative content from organizations.
- ✓ Website compliment – your info in the app and on the web!

Need More Customization?

OuterSpatial Mobile gives you the power to create a custom branded application specifically for your organization, using your organization's logo, name, and look and feel. Just like the global version, your branded app will be freely available to visitors through the iTunes and Google Play stores.



OuterSpatial API

OuterSpatial's fully functional, industry-standard API (application programming interface), means that it's easy to republish content from OuterSpatial on other websites. We proved that in the pilot with CaliParks.org.

- ✓ Instant updates from Manager to all content publishers
- ✓ Easy and industry-standard structure means solutions are quick to build and infinitely flexible.
- ✓ Make best use of limited staff time by making sure content is created once, even if it appears in many places.

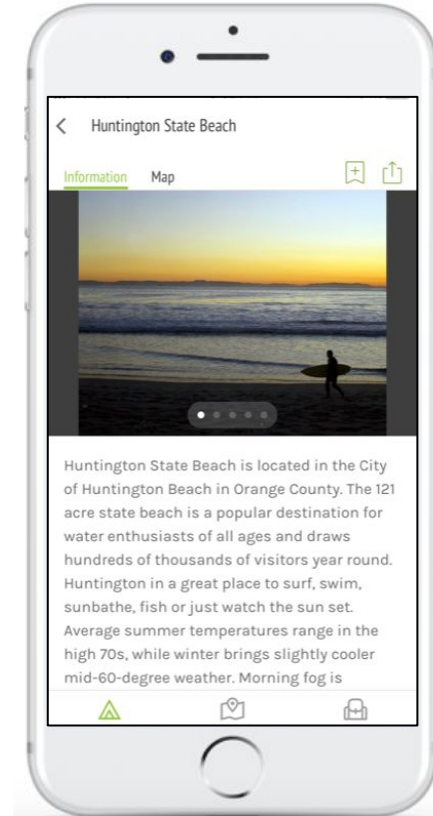
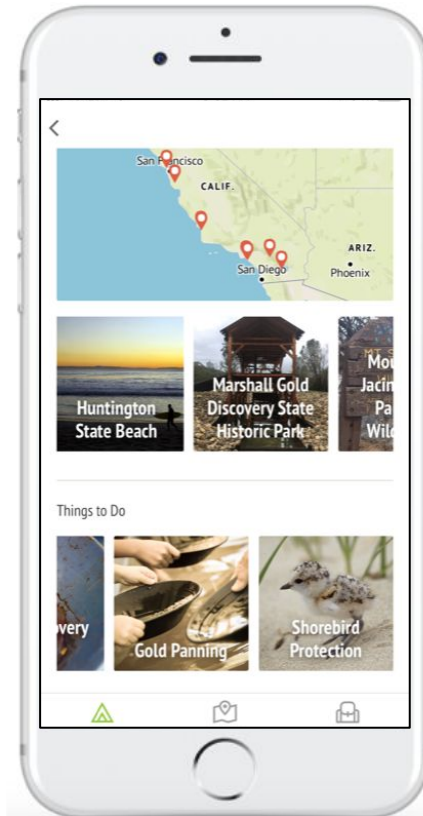
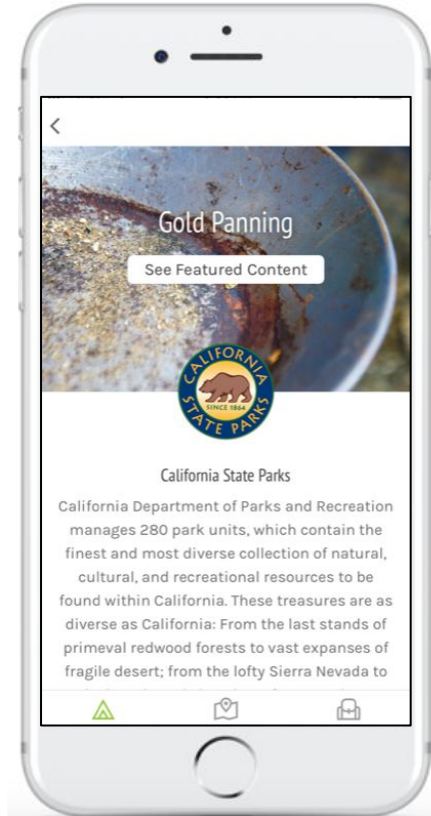
Publish everywhere



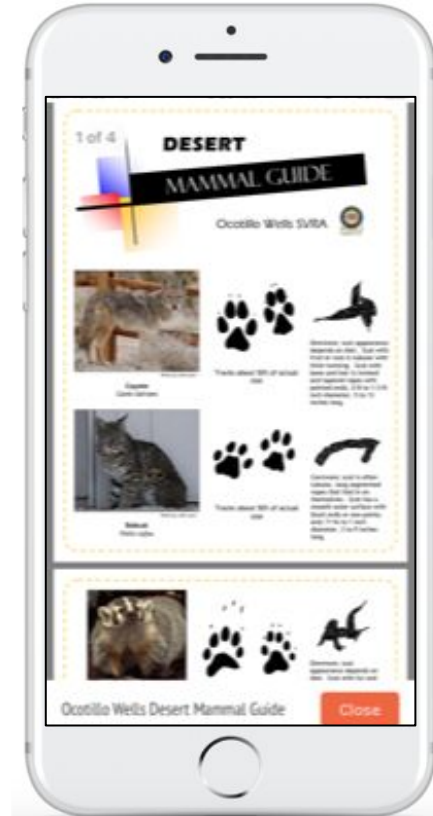
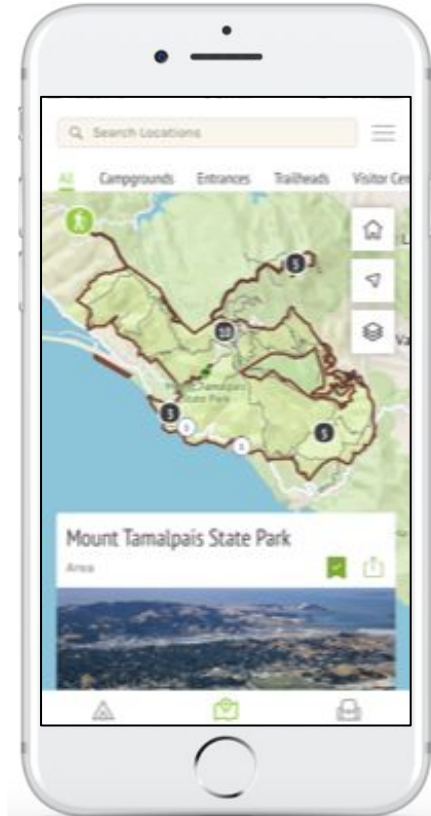
Partners

Public agencies at all levels of government are actively using OuterSpatial – federal, state, regional, county, and city; as well as many nonprofit partner organizations.

OuterSpatial Demo



OuterSpatial Demo



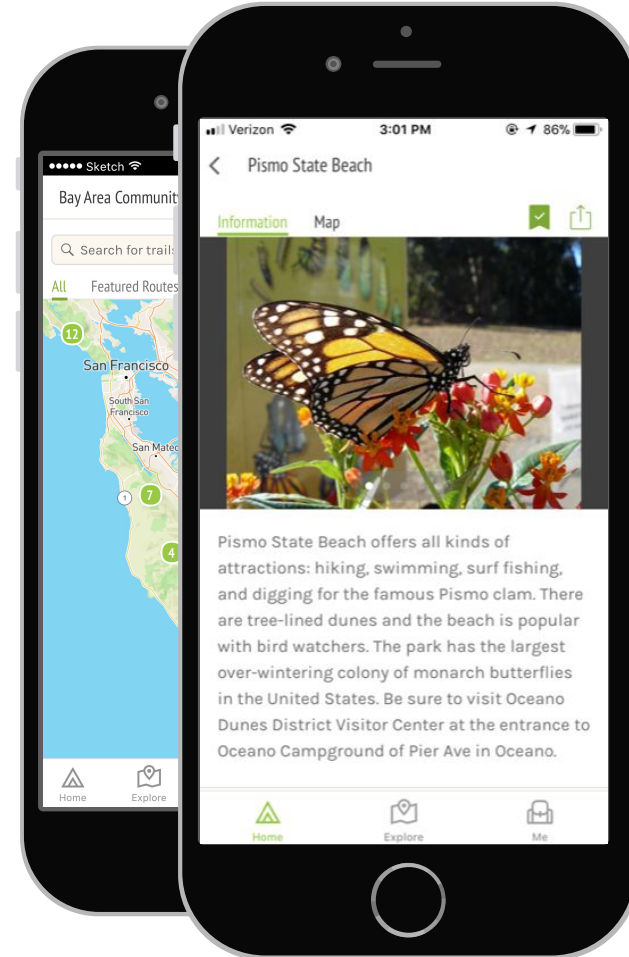
Overall Process

- 1 We pulled **enterprise GIS data** and **field staff knowledge** into the app.



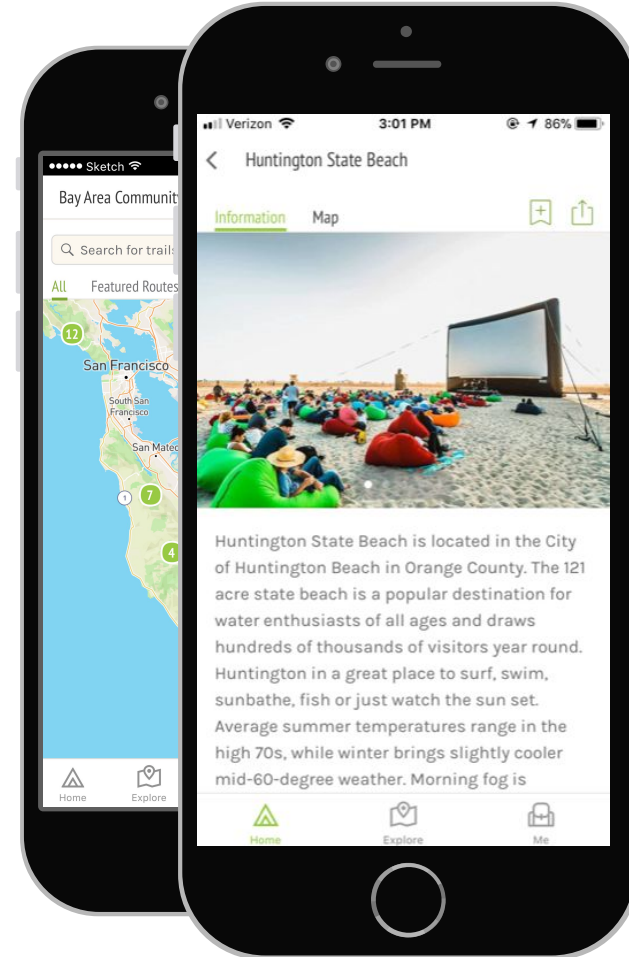
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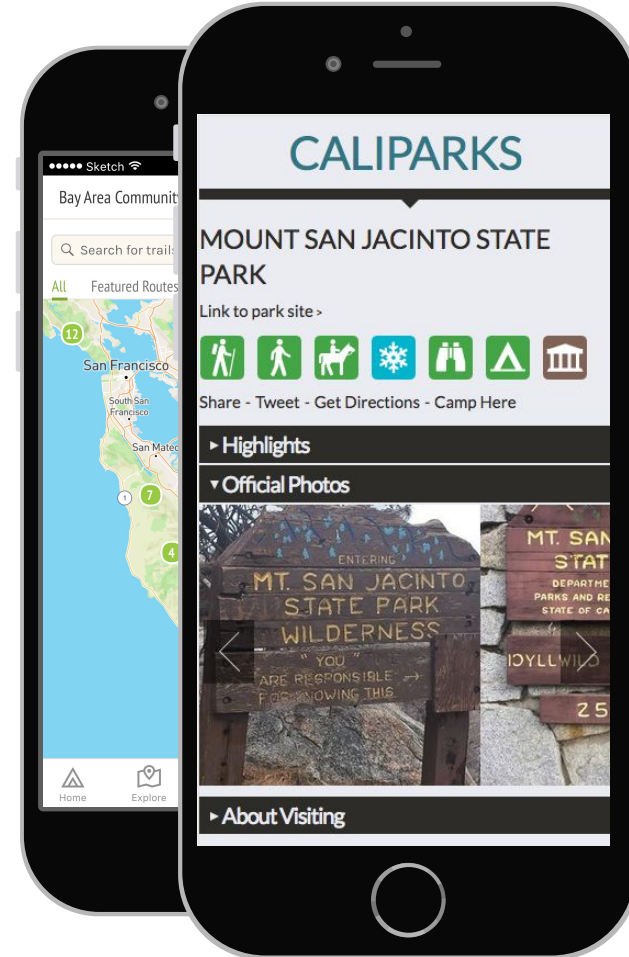
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- 4 **Publish** to 3rd party CSP affiliated site.
- 5 Final **report** and **recommendations**.



RECOMMENDATION

California State Parks and OuterSpatial Native App Program



What went well

- 1 We pulled **enterprise GIS data** and **field staff knowledge** into the app.

OuterSpatial Manager

Dan Rademacher

Ocotillo Wells State Vehicular Recreation Area

Area

InfoLocationsCommunityFeatured ContentMediaDocumentsMaps

Trails

OuterSpatial Manager

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Ocotillo Wells State Vehicular Recreation Area

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InfoLocationsCommunityFeatured ContentMediaDocumentsMaps

Basic Info

Name

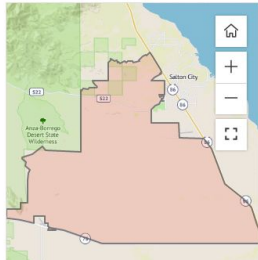
Ocotillo Wells State Vehicular Recreation Area

Description

More than 85,000 acres of magnificent desert are open for off-highway exploration and recreation within the boundaries portrayed on the park map are operated by California State Parks, OHMVR Division. Outside the boundaries, to the south and east, large tracts of BLM land (U.S. Department of the Interior, Bureau of Land Management) are also open to off-highway vehicles. The western boundary and part of the northern boundary connect with the 600,000-acre Anza-Borrego Desert State Park, which is closed to off-highway recreation, but open to exploration by highway-legal vehicles along established primitive roads.

A one-to-two paragraph description.

Map



Activities & Accessibility

Allowed Activities

Photography

Picnicking

Sightseeing

Wildlife Watching

Tent Camping

RV Camping

Four Wheeling

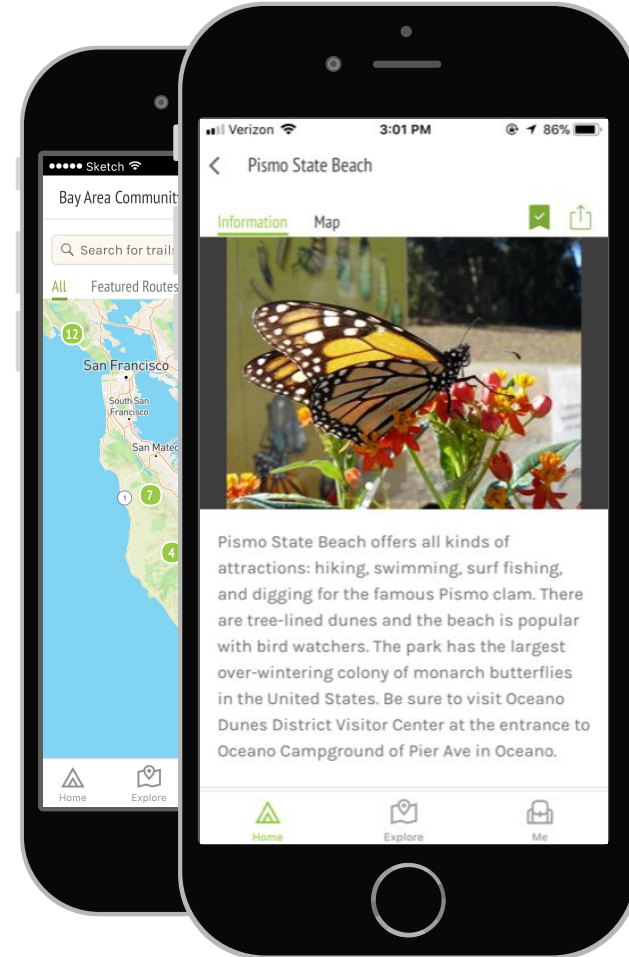
Good For

Dogs

Families

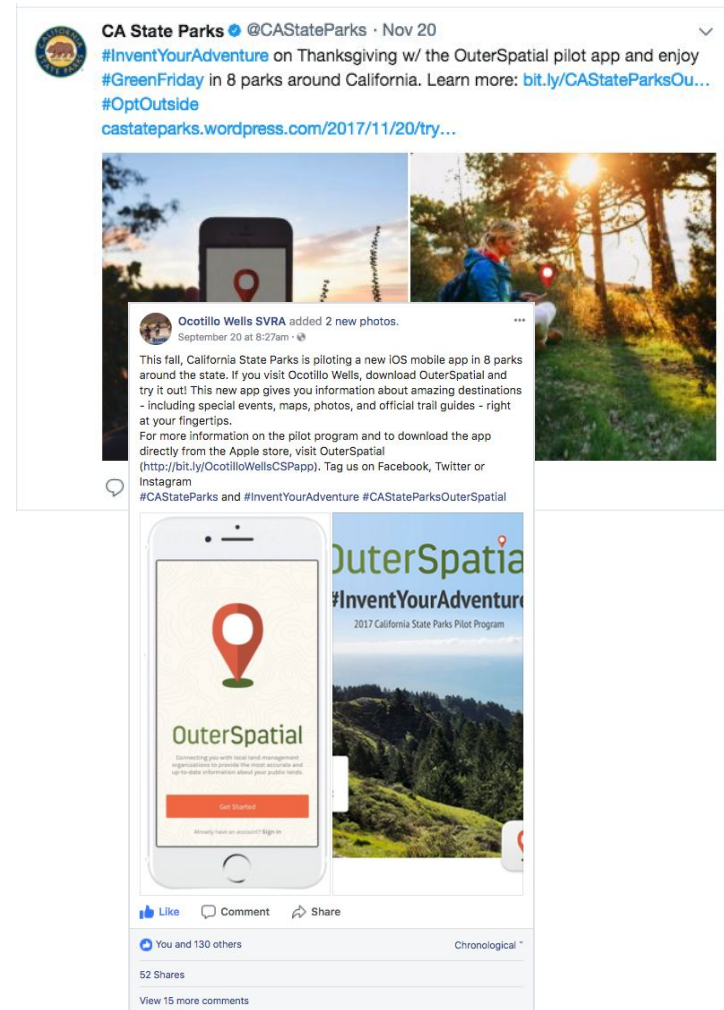
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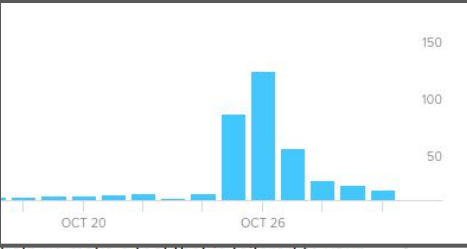
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- 2 The **platform was ready to go**, at pilot level, very early in the project.
- 3 Marketing through **existing park channels** (especially Facebook).
- 4 Tying marketing to **major park events**

Ocotillo Wells SVRA ✓ shared their event. October 25 at 12:19pm · 🌐


Planning to come to Halloween Spookacular in Ocotillo Wells? Download our new pilot app called, **OuterSpatial** (<http://bit.ly/OcotilloWellsCSPApp>) on all iOS devices and try it out. We'll be at other special events, up-to-date with accurate directions to popular locations.

This new app is part of a pilot project to expand to include Android devices and other state parks around California. We'll expand to include Android devices and other park system in the future so you can download it and try it out. We'll be at other special events, up-to-date with accurate directions to popular locations.

of November, so download it now and help us make a tool that is tailored to your adventures!







Date	Downloads (approx.)
OCT 20	10
OCT 21	10
OCT 22	10
OCT 23	10
OCT 24	10
OCT 25	10
OCT 26	120
OCT 27	50
OCT 28	20
OCT 29	10
OCT 30	10



OCT 28 **Halloween Spooktacular 2017**
Tomorrow 6 PM · Ocotillo Wells SVRA · Borreg...
Party · 320 people ★ Interested

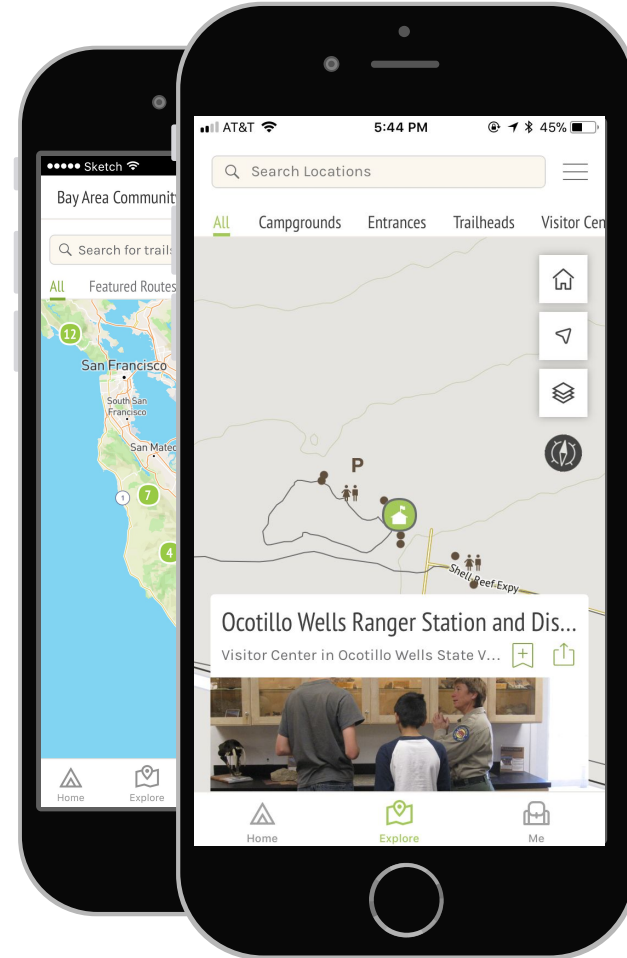
129 Reactions · 8 Comments

 Like  Comment  Share

 129 Chronological ▾

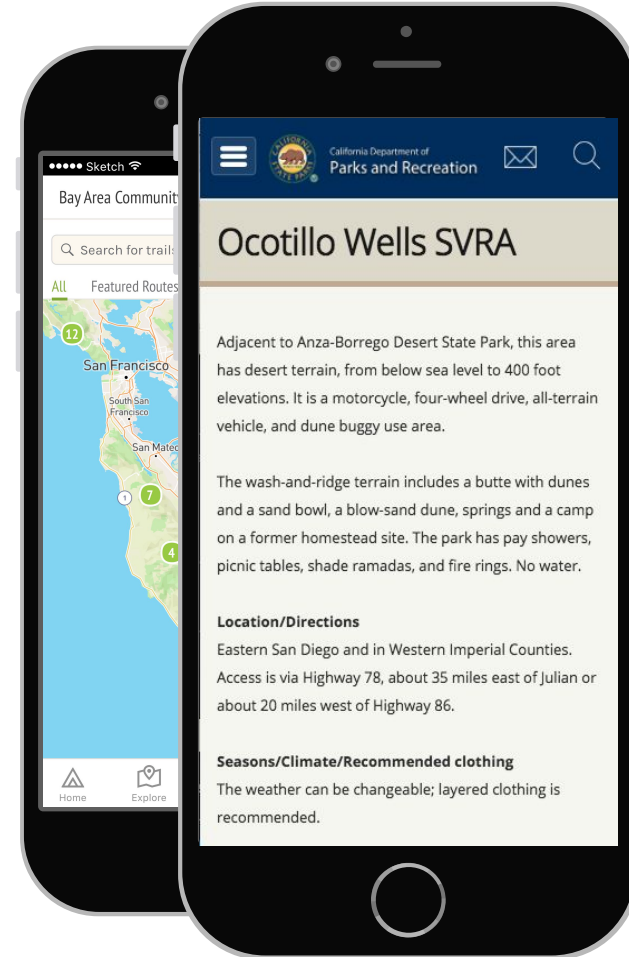
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- 3 Developing **uniform messaging** despite **limited reach** of pilot.



California State Parks

September 15 at 5:30pm · 🌐

We are launching a new iOS mobile pilot app in eight parks around the state. The OuterSpatial pilot app is available to download on all Apple iOS devices and includes detailed information about the activities you love to do in the eight parks, as well as historic locations, trail maps, events, and amenities, all in one place.

Download it today at <http://bit.ly/CASStateParksOuterSpatial>



Like Comment Share

👍❤️👤 58

Chronological

13 Shares



Jerry Yatsko Why only Apple?

Like · Reply · 🌐 5 · September 15 at 7:46pm

👉 View 2 more replies

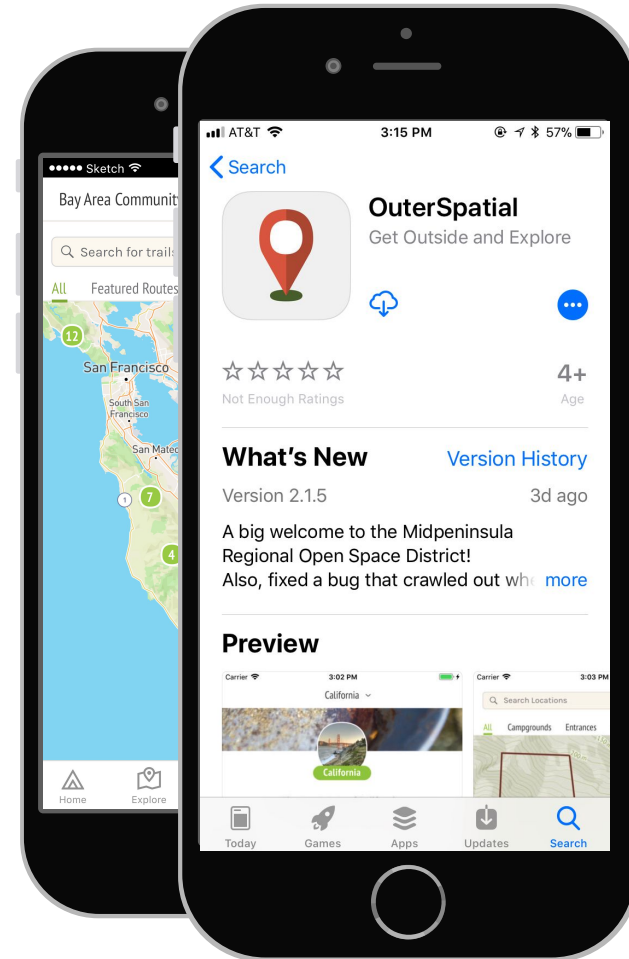
What was challenging

- 1 Managing **staff capacity** across parks.
- 2 Navigating **multiple existing systems** for data and content.
- 3 Developing **uniform messaging despite limited reach** of pilot.
- 4 Lack of **Android** app.



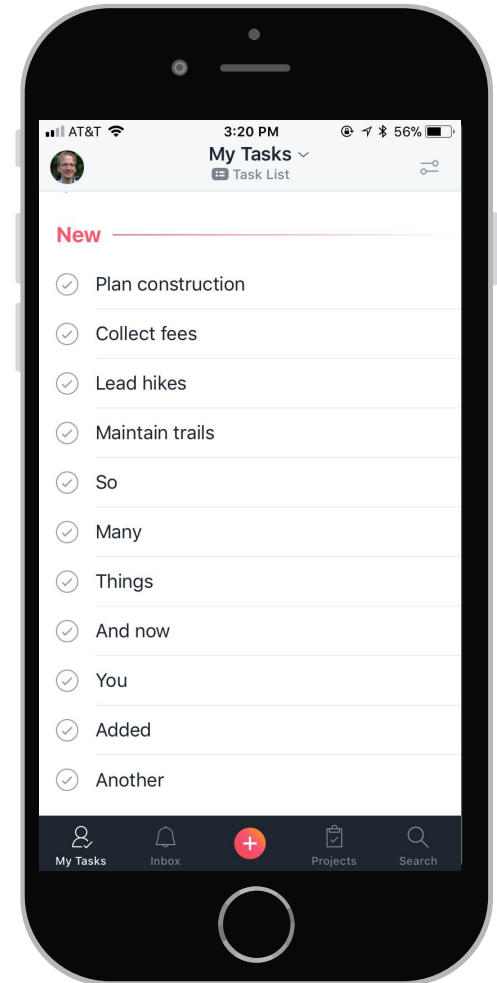
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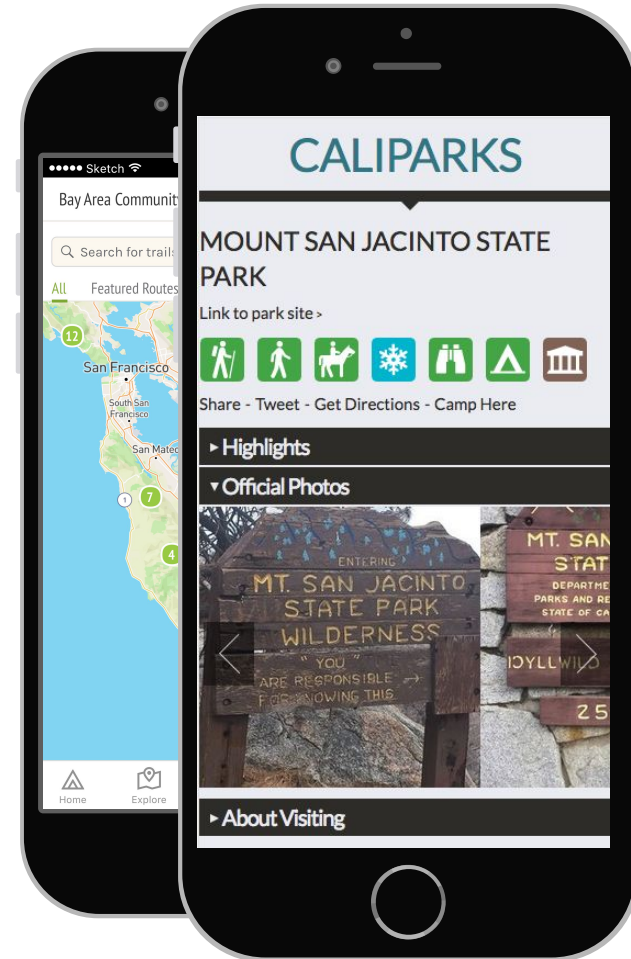
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- 3 Start small, then **build in phases**.

Year	Parks	Visits
2017	8	11%
2018	58	77%
2019	100	92%

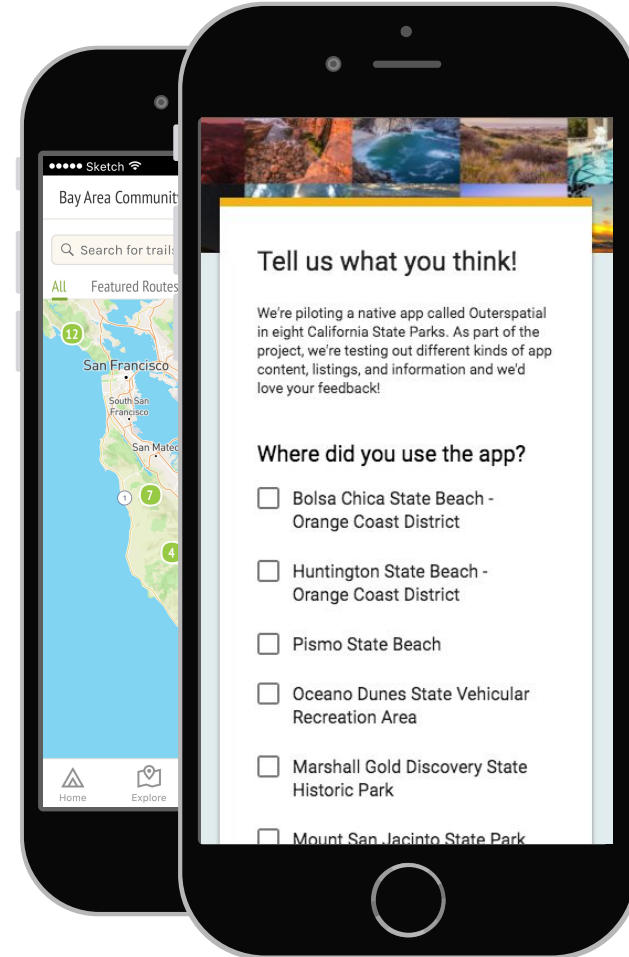
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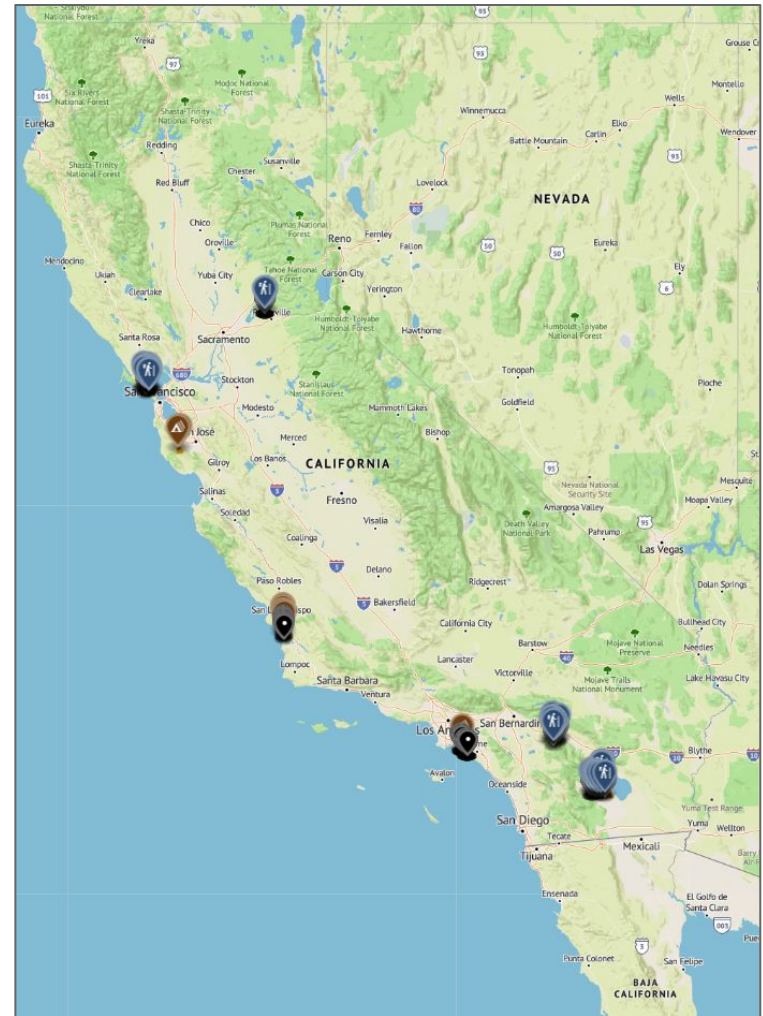
Key Learnings

- 1 Technology is **not the barrier**.
- 2 **Staff capacity** is hard.
- 3 Start small, then **build in phases**.
- 4 Think about content **strategically**.
- 5 Ask for — and plan for — **feedback**.



Next Steps

- 1 Determine go/no-go on expansion.
- 2 Work through internal support, capacity, resources

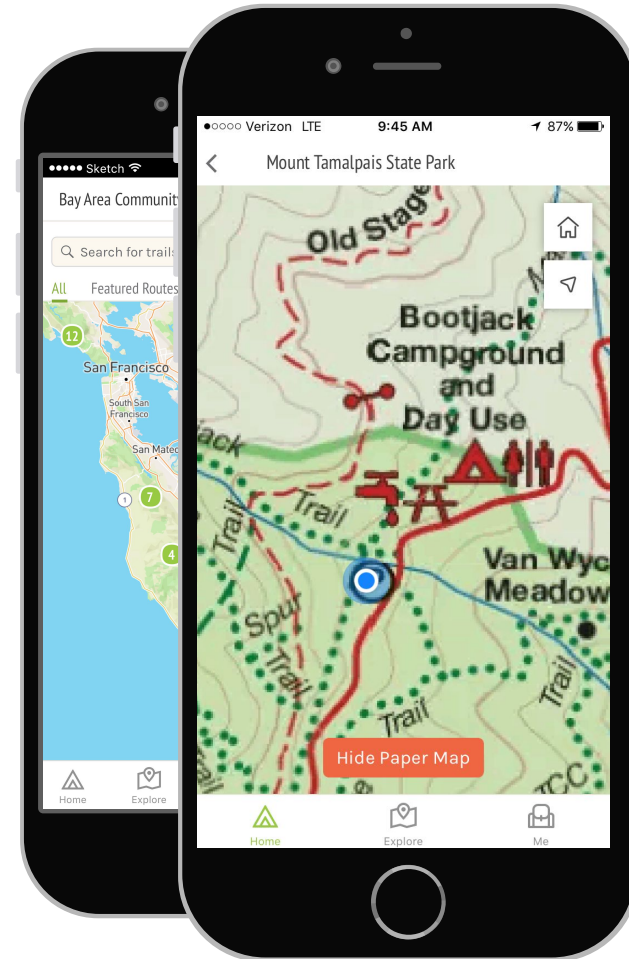


Discussion



Existing App Features

- ✓ Present authoritative content directly from CSP.
- ✓ Infinitely customizable with Hero Items, Featured Content, links to external sites.
- ✓ Dynamic content such as events, trail closures, and status.
- ✓ Transit, biking, walking, ridesharing, and driving directions to recreation destinations.
- ✓ All content available offline (no wifi or cellular connection)
- ✓ Multiple basemaps, gps tracking and geoPDF maps.
- ✓ Map and list view with basic search and filter options to find recreation assets quickly
- ✓ Option to register or use app without logging in.
- ✓ Users can post to their social media channel of choice.
- ✓ Bookmarking to save locations for future reference and trip planning.
- ✓ Section 508 compliant accessibility features.



App Features on the Road Map

- ✓ Full offline including basemap, media files and all functionality in the app.
- ✓ Advanced search and filters within map and list view.
- ✓ More curated content for transit focused outdoor excursions.
- ✓ Curated 'Outings' with points of interest along the way that agencies can promote to their visitors.
- ✓ Community stream to allow their visitors to check-in, report issues, contribute back, and share with their friends while out on the trail.
- ✓ Agency notifications to the community stream to alert visitors.
- ✓ Ability for users to create custom categorized lists for saving different themed content for later reference.
- ✓ Promote custom challenges and incentive programs to bring more visitors to your park.
- ✓ Many more....

